

WHAT IS CLAIMED IS:

- 1 1. A system for providing ticket information to a plurality of client computers via a network
2 connection, comprising:
 - 3 (a) a database containing the ticket information for at least restricted tickets different
4 from unrestricted tickets, wherein both the restricted tickets and the unrestricted tickets provide
5 access to an event and wherein the ticket information comprises at least availability information
6 and price information; and
 - 7 (b) an event server configured to:
 - 8 (i) access the database;
 - 9 (ii) dynamically determine a number of the restricted tickets to make available
10 for purchase in response to purchase orders received from the plurality of client computers;
11 and
 - 12 (iii) respond to the purchase orders received from the plurality of client
13 computers.
- 1 2. The system of claim 1, wherein the event server is configured to respond to purchase
2 orders for the unrestricted tickets.
- 1 3. The system of claim 1, wherein the event server is configured to respond to the purchase
2 orders by sending at least part of the ticket information to the plurality of client computers.
- 1 4. The system of claim 1, wherein the event server is configured to dynamically determine
2 the number of the restricted tickets to make available for purchase by, after receiving at least one
3 purchase order, comparing an estimated number of remaining restricted tickets to a predetermined
4 range of restricted tickets and changing the number of restricted tickets to make available for
5 purchase if the estimated number of the remaining restricted tickets is outside of the
6 predetermined range.
- 1 5. The system of claim 1, wherein the event server is configured to dynamically determine
2 the number of the restricted tickets to make available for purchase by periodically changing the

3 number in response to the number of purchase orders received.

1 6. The system of claim 1, wherein the number of remaining restricted tickets is the difference
2 between a remaining portion of an initial number of the restricted tickets and an estimated number
3 of the restricted tickets to be sold in a remaining time period before an event date.

1 7. The system of claim 1, wherein the network connection is the Internet.

1 8. The system of claim 1, wherein the plurality of client computers comprises a plurality of
2 dedicated stand-alone computers configured specifically for ticket purchases.

1 9. The system of claim 1, wherein the restricted tickets are non-refundable and the
2 unrestricted tickets are refundable.

1 10. The system of claim 1, wherein the event server is configured to dynamically determine
2 the number of the restricted tickets to make available for purchase by periodically changing the
3 number in response to the number of purchase orders received and a time period remaining before
4 an event occurs, wherein the event is made accessible to holders of the restricted and unrestricted
5 tickets.

1 11. The system of claim 10, wherein the event is made conditionally accessible to holders of
2 the restricted tickets and unconditionally to holders of the unrestricted tickets.

1 12. A signal bearing medium containing a program which, when executed by a processor,
2 performs a method to determine availability of restricted tickets different from unrestricted tickets,
3 the method comprising:

4 processing purchase orders for the restricted class of tickets received from a plurality of
5 client computers;

6 assessing, after processing at least one purchase order, whether a number of the restricted
7 class of tickets available for purchase meets a predetermined condition; and

8 if the predetermined condition is not met, changing the number of the restricted class of
9 tickets available for purchase to an adjusted number.

1 13. The signal bearing medium of claim 12, further comprising, prior to processing the
2 purchase orders, determining an initial number of the restricted class of tickets to make available
3 for purchase.

1 14. The signal bearing medium of claim 12, wherein the adjusted number is greater than the
2 assessed number of the restricted class of tickets available for purchase if the assessed number is
3 less than the threshold value.

1 15. The signal bearing medium of claim 12, further comprising processing purchase orders for
2 unrestricted tickets.

1 16. The signal bearing medium of claim 12, wherein the step of assessing comprises
2 periodically changing the number of the restricted class of tickets available for purchase to the
3 adjusted number in response to a number of purchase orders received and a time period remaining
4 before an event occurs, wherein the event is made accessible to holders of the restricted and
5 unrestricted class of tickets.

1 17. The signal bearing medium of claim 12, wherein the restricted tickets are non-refundable
2 and the unrestricted tickets are refundable.

1 18. The signal bearing medium of claim 12, wherein the predetermined condition is a
2 threshold value and wherein the adjusted number is less than the assessed number of the restricted
3 class of tickets available for purchase if the assessed number is less than the threshold value.

1 19. The signal bearing medium of claim 18, wherein the predetermined condition varies with
2 time.

1 20. The signal bearing medium of claim 12, wherein determining the initial number
2 comprises:
3 estimating a number of purchases of the restricted class of tickets;
4 determining whether the estimated number of purchases is less than a threshold; and
5 if not, setting the estimated number of purchases equal to the number of the restricted class
6 of tickets to make available.

1 21. The signal bearing medium of claim 20 wherein estimating the number of purchases of the
2 restricted class of tickets is done according to a formula:

3
$$N = (\text{Total_Tickets}) - (P_C);$$
 where N is the estimated number of purchases, Total_Tickets
4 is a total number of tickets possible according to a capacity of the event, P_C is a number of
5 purchases expected to made at the time of the event according an estimated total number potential
6 purchasers.

1 22. A method for operating a server computer connected to a plurality of client computers via a
2 network, wherein the server computer is configured to determine availability of at least a restricted
3 class of tickets for an event accessible to holders of at least one of the restricted class of tickets and
4 an unrestricted class of tickets, wherein the restricted class of tickets have at least one limitation
5 not associated with the unrestricted class of tickets, the method comprising:

6 determining an initial number of the restricted class of tickets to make available for
7 purchase;
8 receiving purchase orders for the restricted class of tickets from the plurality of client
9 computers;
10 assessing, after processing at least one purchase order, whether a number of remaining
11 tickets of the restricted class of tickets meets predetermined conditions; and
12 if the predetermined condition is not met, changing the initial number of the restricted
13 class of tickets to an adjusted number.

1 23. The method of claim 22, wherein the number of remaining tickets of the restricted class of
2 tickets is estimated according to at least a number of tickets sold and a number of tickets expected

3 to be sold in a remaining time period.

1 24. The method of claim 22, wherein the predetermined condition changes with time.

1 25. The method of claim 22, wherein the restricted class of tickets are non-refundable and the
2 unrestricted class of tickets are refundable.

1 26. The method of claim 22, wherein the at least one limitation is one of a limitation on use,
2 transference and refund.

1 27. The method of claim 22, wherein receiving purchase orders from the plurality of client
2 computers comprises receiving requests from a plurality of dedicated stand-alone computers
3 configured specifically for ticket purchases.

1 28. The method of claim 22, wherein receiving purchase orders from the plurality of client
2 computers comprises receiving requests from a plurality of personal computers connected to the
3 server computer by a network connection.

1 29. The method of claim 22, wherein changing the number of the remaining tickets to make
2 available comprises decreasing the number.

1 30. The method of claim 22, wherein changing the number of the remaining tickets to make
2 available comprises one of decreasing the number and increasing the number.

1 31. The method of claim 30, wherein if changing the number of the remaining tickets to make
2 available comprises decreasing the number, then further comprising stimulating sales of the
3 restricted class of tickets.

1 32. The method of claim 22, wherein if the number of remaining tickets meets the
2 predetermined condition, then further comprising leaving the number of remaining tickets

3 available unchanged.

1 33. The method of claim 22, wherein determining the initial number comprises:
2 estimating a number of purchases of the restricted class of tickets;
3 determining whether the estimated number of purchases is less than a threshold; and
4 if not, setting the estimated number of purchases equal to the number of the restricted class
5 of tickets to make available.

1 34. The method of claim 33, wherein if the estimated number of purchases is less than the
2 threshold, requesting an increase in a number of instances of the event from an event sponsor.

1 35. The method of claim 33, wherein estimating the number of purchases of the restricted
2 class of tickets is done according to a formula:

3
$$N = (\text{Total_Tickets}) - (P_C);$$
 where N is the estimated number of purchases, Total_Tickets
4 is a total number of tickets possible according to a capacity of the event, P_C is a number of
5 purchases expected to made at the time of the event according an estimated total number potential
6 purchasers.

1 36. The method of claim 22, wherein the step of assessing comprises periodically determining
2 whether the number of remaining tickets is within a predetermined range.

1 37. The method of claim 22, wherein the step of determining the initial number is done only
2 once for the event and the steps of assessing and changing are done periodically.